

ORDER

Orders
Order / Rev: 68382
Alt Order #:
Product Desc: ESTIMATE 12917
Estimate: 12917
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: CIA - O

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	54	\$18,330.00	\$15,580.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	54	\$18,330.00	\$15,580.50	0.00
Totals	54	\$18,330.00	\$15,580.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	10/29/12	11/06/12	M-F 530a-6a GMU M-F 530a-6a GMU	CM	530a-6a	111-1--	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-1-1--		3				\$50.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$50.00		0.00			
N 2	KTVX	10/29/12	11/06/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	111-1--	:30	4	\$95.00	P-3	0.00	NM	4	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-1-1--		3				\$95.00		0.00			
		Week: 11/05/12	11/11/12	-1-----		1				\$95.00		0.00			
N 3	KTVX	10/30/12	11/05/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11--1--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1--1--		2				\$130.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$130.00		0.00			
N 4	KTVX	10/30/12	11/06/12	Good Morning America GMA 7a-9a	CM	7a-9a	11-1---	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---		2				\$200.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$200.00		0.00			
N 5	KTVX	10/29/12	10/29/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$125.00		0.00			

